

ABSTRACT

PT XYZ is one of the leading broadband service providers in Indonesia with the largest customer base. To maintain its competitive edge, PT XYZ needs to implement an effective customer relationship marketing (CRM) program. One of the flagship programs of PT XYZ, eagerly anticipated by its customers, is the 'Surprise Program.' Currently, this program only uses Average Revenue Per User (ARPU) as the sole variable for customer segmentation, which has proven insufficient in meeting the company's targets.

This research is designed to analyze the appropriate variables for segmenting PT XYZ's customers, identify the primary target of the Surprise Program, and develop strategies to boost sales of the Surprise Program in West Java based on the segmentation conducted. This study employs a mixed-method approach, incorporating both quantitative and qualitative methods,

To address the identified issues. To support this research, the data is divided into two categories: primary and secondary data. The primary data consists of interview results with experts, while the secondary data comprises customer data from PT XYZ's "Surprise Program" in the West Java region, collected between February - March 2023. The secondary data includes information on payment types (postpaid or prepaid) and customer interest in digital content such as video, games, and music.

The findings reveal significant variations in digital content consumption between prepaid and postpaid users. This segmentation allows PT XYZ to tailor its service offerings more effectively. The study highlights the potential for increasing customer satisfaction and loyalty through personalized offers and emphasizes the importance of behavioral and psychographic data in optimizing service delivery. The usage patterns of PT XYZ's Surprise Program participants in accessing digital content can serve as a basis for determining new customer segmentation that aligns more closely with customer profiles. The primary target of the Surprise Program should focus on the largest market segment of PT XYZ's customers in West Java, specifically prepaid users with high digital content access. PT XYZ can develop exclusive prepaid plans with enhanced benefits for digital content, such as bundled offers for unlimited access to video, music, and games. Additionally, loyalty programs and recommendations can be personalized based on these usage patterns.

The author suggests that future research should incorporate demographic variables such as income, age, and gender. These variables would enable more precise customer profiling and more targeted marketing strategies. Moreover, the pricing strategy for the Surprise Program should be adjusted to better match customer profiles with more diverse pricing options, thereby increasing customer interest in purchasing the program. The author also recommends that the company implement the new customer segmentation identified in this study and continuously enhance its marketing mix based on data and customer profiling. By adopting these strategies, the performance of the Surprise Program can be significantly improved. Keywords: Customer Relationship Marketing (CRM), Quantitative, Klustering, K-Means, PT XYZ.